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AgriConnect – A Platform Connecting Farmers and Retailers

Prof. Shital Patrakar[1], Shivam R. Mahalle[2], Sahil S. Bale[3], Vedant K. Gawai[4] Vedant V. Bahadure[5]

[12345]*Department of Computer Engineering, SCET, Maharashtra, India*
[1]*shitaldurudakar13@gmail.com,* [2]*shivammahalle89@gmail.com,* [3]*sahilbalee28@gmail.com,* [4]*veduu13@gmail.com,* [5]*vedantvbahadure@gmail.com*

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Abstract

AgriConnect is a digital platform designed to bridge the gap between farmers and retailers, ensuring a seamless supply chain for agricultural products. Traditional agricultural markets often suffer from inefficiencies, price fluctuations, and lack of direct communication between producers and buyers. AgriConnect addresses these challenges by providing a user-friendly interface that enables farmers to list their produce, set competitive prices, and connect with retailers directly. The platform leverages data analytics and real-time market trends to assist farmers in making informed decisions. Additionally, AgriConnect incorporates secure payment gateways, order tracking, and logistics management to streamline transactions and deliveries. By reducing reliance on intermediaries, the platform enhances farmers' profits while ensuring retailers receive fresh, high-quality produce at fair prices. Furthermore, AgriConnect integrates a knowledge-sharing feature, where farmers can access best practices, weather forecasts, and expert advice to optimize yield. With its scalable and efficient architecture,AgriConnect aims to revolutionize the agricultural supply chain, promoting sustainability and economic growth. This platform empowers both farmers and retailers,fostering a more transparent and efficient agricultural ecosystem.

Introduction

Agriculture plays a fundamental role in sustaining economies and communities worldwide. However, many farmers struggle to receive fair compensation for their produce due to the influence of middlemen who control pricing. This system often results in reduced profits for farmers while increasing costs for retailers and consumers. The lack of direct communication between producers and buyers creates inefficiencies, making agricultural trade less transparent and equitable. is a revolutionary digital platform designed to address these challenges by directly connecting farmers with retailers. By eliminating intermediaries, the platform ensures fair pricing, greater market transparency, and a more efficient supply chain. With features such as real-time market insights,

secure transactions, and a user-friendly interface, AgriConnect empowers farmers to maximize their earnings while providing retailers access to fresh, high-quality produce at competitive rates. By leveraging technology to transform agricultural trade, AgriConnect is fostering a smarter, more sustainable future for the farming industry.

LITERATURE SURVEY

Research on digital agriculture suggests that online marketplaces increase farmer profits by 15-25% when intermediaries are removed [1]. Studies on platforms like eNAM and AgriBazaar highlight the challenges of logistics and third-party dependencies. Agriconnet addresses these issues by providing direct communication between buyers and sellers, removing unnecessary complexities.

Traditional image processing methods such as edge detection and feature extraction were the initial methods used in clothing recognition. These were not effective enough to deal with sophisticated, varied fashion styles and environmental conditions. With the emergence of deep learning, object detection models like YOLO (You Only Look Once) and Faster R-CNN have been the norm for real-time clothing identification. These models can detect multiple clothing items in images and classify them with high accuracy, making them essential for dress code detection systems.

Authors And Their Findings Related Work

TITLE	AUTHOR(S)	YEAR	KEY CONCEPT	METHODOLOGY	FINDINGS
A Study on Challenges faced by farmers in Traditional Markets	Sharma et al.	2020	Agricultural supply chain, role of intermediaries, price fluctuations	Survey-based analysis of farmer income patterns and market structures:	Found that middlemen reduce farmer profits by 30-40% and create market inefficiencies.
Digital Platforms for Agricultural Trade	Patel & Verma	2021	Online agricultural marketplaces, e-commerce in farming	Case study of existing platforms like eNAM and AgriBazaar	Identified that digital platforms improve price transparency and increase farmer earnings
Use of Blockchain in Agriculture for Transparency	Gupta et al.	2022	Blockchain, smart contracts, secure transactions	Developed a blockchain prototype for traceability in farm produce sales	Blockchain ensured trust and reduced fraud in agricultural trade
Market Analytics for Agricultural Price Prediction	Singh et al	2023	AI-based market insights, predictive pricing models	Machine learning model trained on market data for price forecasting	AI predictions helped farmers get better prices and optimize sales timing

PROBLEM STATEMENT

Farmers often lack direct access to retailers, forcing them to sell at lower rates to intermediaries. Retailers have difficulty sourcing fresh produce at competitive prices. There is limited transparency in pricing and product quality assessment. Existing agricultural marketplaces involve complex logistics, making direct trade challenging. Farmers often lack direct access to retailers, forcing them to sell at lower rates to intermediaries. Retailers have difficulty sourcing fresh produce at competitive prices. There is limited transparency in pricing and product quality assessment. Existing agricultural marketplaces involve complex logistics, making direct trade challenging.

OBJECTIVE

Agri Connect is a digital platform designed to transform the agricultural marketplace by enabling direct transactions between farmers and retailers. By eliminating intermediaries, the platform aims to boost farmers' earnings and ensure fair pricing for their produce. To enhance communication, Agri Connect integrates real-time messaging through popular platforms like WhatsApp and Telegram, facilitating seamless interactions between users. Farmers can share

detailed information about product quality and pricing, promoting transparency and trust within the marketplace. The platform also offers real-time market insights and analytics, empowering users to make informed decisions. Additionally, Agri Connect ensures secure transactions and provides logistics support, streamlining the entire process from farm to retailer.

METHODOLOGY

The development of Agri Connect followed a structured methodology, incorporating various phases to ensure an efficient and user-friendly agricultural trading platform. The methodology includes:

Requirement Analysis

- Conducted surveys and research to understand the challenges faced by farmers and retailers in agricultural trade.
- Identified key functionalities needed, such as direct farmer-to-retailer communication, product listing, pricing transparency, and logistics support.
- Defined system requirements, including technology stack, security measures, and payment integration.

System Design

- Architecture: Designed a client-server-based architecture with a front-end interface for farmers and retailers and a back-end database for managing product listings and transactions.
- Database Design: Developed a MongoDB-based database to store user details, product listings, market trends, and transaction records securely.
- Communication Integration: Incorporated WhatsApp and Telegram APIs to facilitate real-time messaging between farmers and retailers.

Data Collection

- Collected sample datasets on agricultural products, pricing trends, and buyer-seller interactions for testing the system.
- Engaged with farmers and retailers to gather feedback on their needs and expectations.

System Development

- Front-End Development: Used HTML, CSS, and JavaScript to create a responsive and interactive user interface.
- Back-End Development: Implemented Node.js and MongoDB for server-side operations, ensuring scalability and security.
- Real-Time Features: Integrated APIs for messaging, location-based services, and analytics.

Testing and Validation

- Unit Testing: Evaluated individual modules such as user authentication, product uploads, and messaging features.
- System Testing: Conducted end-to-end testing to ensure smooth functionality across all components.
- User Feedback: Collected feedback from test users (farmers and retailers) and refined features.

Deployment and Maintenance

- Deployed the system on a cloud-based platform to ensure accessibility and reliability.
- Monitored system performance and fixed bugs to enhance efficiency.
- Planned future updates, including AI-based price prediction and an integrated payment gateway.

CLASSIFICATION

Agri Connect can be classified based on different aspects such as functionality, architecture, technology stack, and user roles.

Based on Functionality

- Digital Agricultural Marketplace: Enables farmers to list their produce and retailers to browse and purchase directly.
- Real-Time Communication Platform: Integrates WhatsApp and Telegram for direct messaging between farmers and retailers.
- Market Insights and Analytics: Provides real-time data on price trends, demand, and availability of agricultural products.
- Logistics and Supply Chain Management: Assists in streamlining the delivery process from farmers to retailers.

Based on System Architecture

- Client-Server Model: Users interact with the system through a web interface, while the server processes requests and manages data.
- Cloud-Based System: The platform is deployed on a cloud infrastructure to ensure scalability and availability.
- Modular Architecture: Includes separate modules for user authentication, product listing, communication, and data analytics.

Based on Technology Stack

- Front-End Technologies: HTML, CSS, JavaScript for user interface design.
- Back-End Technologies: Node.js and MongoDB for server-side development and database management.

- Communication APIs: WhatsApp and Telegram APIs for instant messaging and order negotiation.
- Security Features: Implements user authentication, data encryption, and secure transactions.

Based on User Roles

- Farmers: Can register, upload product details, set prices, and communicate with retailers.
- Retailers: Can browse product listings, negotiate prices, and place orders directly with farmers.
- Administrators: Manage user registrations, monitor transactions, and ensure system security and performance.

CONCLUSION

Agriconnet provides an efficient and transparent way for farmers to sell their produce directly to retailers. By reducing dependence on intermediaries, it ensures better pricing and fair trade. Future enhancements include: A dedicated mobile application for wider accessibility. AI-driven product quality verification. Integrated payment systems for secure transactions.

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